

OKRs

Objective 1: Provide a live entrepreneurial platform for students to test and validate food business concepts

KR1: 25 student vendor teams operate live stalls on event day.

KR2: 80% of teams complete a product-market validation checklist showing at least one validated customer insight.

KR3: 75% of teams reach a minimum of PKR 6,000 gross sales or 50 transactions.

KR4: Collect and log transaction data from 100% of stalls for post-event analysis.

Objective 2: Enhance student competencies in branding, customer service, and operations management

KR2.1: Deliver three pre-event workshops (branding, service, operations) with 90% attendance from vendor team members.

KR2.2: 80% of participating students achieve $\geq 75\%$ on a post-workshop competency rubric.

KR2.3: Achieve average customer service rating $\geq 4.0/5$ from at least 200 completed customer surveys.

KR2.4: 100% of stalls submit a basic operations plan (inventory, shifts, safety) 48 hours before the festival.

Objective 3: Foster cross-functional collaboration and peer learning among student entrepreneurs

KR3.1: Host 5 peer-learning sessions or mentoring clinics with participation from at least 60% of teams.

KR3.2: 75% of participants report exchanging at least two practical tips or resources in post-event surveys.

KR3.3: Establish 10 mentor-team pairings with documented pre- and post-event check-ins.

KR3.4: Create a shared resource hub (templates, SOPs) with ≥ 50 downloads within one week after the event.

Objective 4: Integrate sustainability and ethical business practices into event operations

KR4.1: 100% of vendors use biodegradable or reusable packaging alternatives.

KR4.2: Divert $\geq 60\%$ of event waste from landfill through composting, recycling, and donations.

KR4.3: Implement price-transparency signage at $\geq 90\%$ of stalls and record zero formal pricing complaints.

KR4.4: Donate at least 30% of unsold, safe food to a verified community partner within 24 hours.

Objective 5: Collect and analyze post-event data for continuous improvement and institutional benchmarking

KR5.1: Obtain complete sales logs from 100% of vendors and collect ≥ 200 customer feedback responses within 48 hours.

KR5.2: Produce a comprehensive post-event report with KPIs and top 5 recommendations within 7 days.

KR5.3: Identify top 5 success factors and top 5 improvement areas from combined quantitative and qualitative analysis.

KR5.4: Present findings to stakeholders and secure commitments for at least three specific improvements for the next festival.

Objective 6: Ensure operational safety and stakeholder satisfaction during the festival

KR6.1: Complete risk assessments and obtain all required permissions at least 14 days before the event.

KR6.2: Train 100% of stall teams on food safety and emergency procedures; verify with sign-off sheets.

KR6.3: Achieve overall stakeholder satisfaction score $\geq 4.0/5$ from vendors, faculty, and partners in post-event surveys.

KR6.4: Record zero major safety incidents and resolve $>90\%$ of minor issues within the event day.